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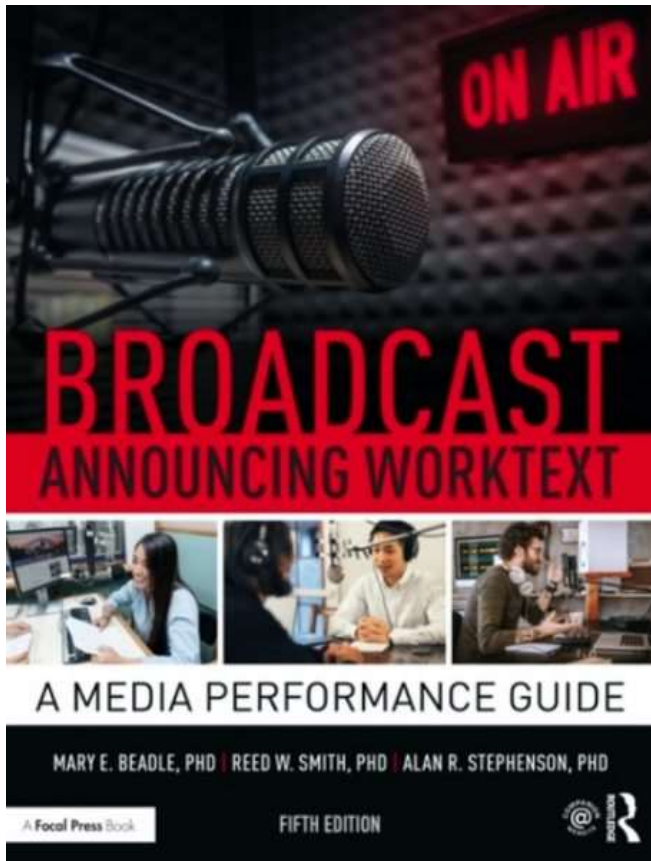
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Statesboro campus professor co-authors book

June 4, 2020



Georgia Southern University Professor Reed Smith co-authored *Broadcast Announcing Worktext* 5th edition, recently released by Taylor & Francis Group, to help students enhance their skillsets in broadcast.

“I thought it was important to contribute to the content of this text to help it fulfill the needs I believe are critical for students to address in announcing courses,” Smith said. “Now that the internet and multinational media ownership have made all communication messages available around the globe and to diverse audiences, it is imperative that students understand the worldwide impact what they produce can have.”

Broadcast Announcing Worktext uses practical experience, traditional teaching methods and principles of good performance to introduce key concepts that are developed through the use of sample scripts and hands-on exercises. The authors emphasize the significance of the audience and the importance of effectively communicating with diverse groups. The fifth edition features updates regarding audio performance, social media and international media performance.

Smith teaches Audio for Journalists, Sports Broadcasting, Announcing, History of Mass Communication and Media Ethics. He has experience in news reporting and video production, and participates in a variety of broadcast projects. These projects allow Smith to work closely with students and stay connected to the world of broadcast.

The work that went into the textbook allowed Smith to develop as a professor in the communication department at Georgia Southern.

“There are many more opportunities for students to use their voices in communicating,” Smith said.

“Therefore, it is critical that I continually upgrade my own knowledge, so I can properly prepare students for these developing applications.”

Smith wrote new segments about the process of “producing podcasts” and “women in sports.” He also included exercises to improve announcing skills, a rubric to evaluate skills, and sample syllabi for announcing courses.

Written over the past two years with Mary Beadle, a professor in the Tim Russert Department of Communications at John Carroll University. Beadle co-authored previous editions with the late Alan Stephenson, a fellow professor at John Carroll University and the originator of the textbook’s concept. Previous editions have been used in high school and college courses both in the United States and internationally.

Smith is also the author of *Cecil Brown: The Murrow Boy Who Became Broadcasting’s Crusader for the Truth*, published in 2017 by McFarland, and is a book review editor for *American Journalism: A Journal of Media History*.

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